



SIGNAGE AND FAÇADE IMPROVEMENT PROGRAM

Provided by:

Public Works &
Housing and Economic Development
Departments

PACKET I

TOGETHER
**WE
CAN!**



Signage & Façade
Improvement Program

When everyone takes part everyone can take **pride.**

SFIP Stands for Signage and Façade Improvement Program. It's purpose is to assist local businesses with signage compliance and improve the appearance of existing businesses.

OUR MISSION Is to stimulate revitalization and private sector capital investment by proactively addressing deteriorating property conditions and encouraging improvements which increase economic vitality.

THE PROGRAM Reimburses owners of commercial buildings and businesses up to 50% of the total cost of eligible improvements, for a maximum reimbursement of \$10,000 for a single commercial property (Standard Incentive) or \$15,000 for a multiple address property (Multi-Tenant Property Owner Incentive). Applicants must NOT start work until receiving a signed approval from the City.



We're making National City Cleaner, Healthier, & Safer.



ELIGIBILITY CRITERIA

Eligible participants of the SFIP include property owners and tenants of commercial properties. A tenant who is leasing commercial space must have written approval from the property owner to participate in the program. Eligible participants must contribute to the visual enhancement of the property as viewed from the public right of way, employ 25 or fewer employees and poses a valid Business Tax Certificate.

Property owners also agree to maintain the improvements at his/her sole expense for a period of five (5) years. The property owner/tenant must owe no outstanding property taxes, fees, judgments, or liens to any government entity. The property owner/tenant must not have been convicted of a felony crime in the past seven (7) years.

Eligible applicants may apply to the SFIP more than once; however, applicants will not be awarded funding more than once in any five-year period on the same property. In addition, no property can be awarded funding more than once in any five-year period. If City code violations exist on the property, the owner/tenant may apply to the SFIP but will not receive any reimbursement until all violations have been remediated.

Program Exclusions: national franchises, large office buildings in excess of 80,000-square-feet, residential rental buildings (apartments), home-based businesses, structures not facing the public right-of-way, banks, government owned and occupied buildings, churches and other religious institutions.

Eligible Improvements

1. Exterior Signs
2. Awnings and canopies
3. Exterior painting, cleaning, façade repair
4. Plants and landscaping
5. Doors and windows
6. Façade and display window lighting
7. Fascia, tile, trim, metal work and other decorative elements
8. Demolition of obsolete structures
9. Addition of a patio or outdoor space

Ineligible Improvements

1. Reduction to the size of masonry openings/elimination of windows, or covering previously uncovered masonry with paint, stucco, siding, etc.
2. Equipment
3. Roof repairs (other than those portions that directly attach to a new or renovated façade)
4. Security systems
5. Non-permanent fixture
6. Installation of razor wire, metal bars and solid security grates
7. Personal property
8. Interior window coverings or any interior work
9. Parking lot paving and striping
10. Any items that are not allowed by the City building code

NOTE: Final decisions of financial contributions, amount of grant and eligible projects will be examined by staff on a case-by-case basis.



FAÇADE IMPROVEMENT PROGRAM INCENTIVES

Standard Incentive: All projects for a single small business may be considered for the standard incentive and may be awarded one-half of the eligible costs of the project up to a maximum of \$10,000.

Multi-Tenant Property Owner Incentive: A National City property owner leasing to two or more street level and street-facing small business tenants may be awarded one-half of the eligible construction costs up to a maximum of \$15,000. Each qualified tenant must have their own street facing entrance and be visible from the public right of way.

PROJECT INCENTIVE LIMITS:

PROPERTY TYPE	MINIMUM TOTAL PROJECT COST	APPLICANT MATCH REQUIREMENT	MAXIMUM REIMBURSEMENT
Standard Incentive	\$1,000.	≥ 50%	\$10,000.
Multi-Tenant Property Owner Incentive	\$2,500.	≥ 50%	\$15,000.

All projects should be completed by a licensed contractor, be permanent to the structure/facade and remain as part of the property if the building is sold or the applicant moves to a different location for a period of up to 5 years.

PROJECT REIMBURSEMENT

Reimbursements will only be made to approved project applicants who have executed a Facade Maintenance Agreement with the City. The amounts and terms of the reimbursement will be outlined in the agreement. Reimbursement will only be made upon the City's final approval of the improvements and the receipt of full back up documentation, which includes all of the following:

1. Fully executed Facade Improvement Program Applications;
2. All invoices, contracts, and verification of payment to architects, engineers, and contractors pursuant to the project;
3. Copies of all bids received (a minimum of two (2) licensed contractors is required);
4. A copy of the approved final building inspection from the Department of Building;
5. A photograph of the building after completion of the improvements; and,
6. Signed and Notarized Facade Maintenance Agreement and License to Enter in which the property owner agrees to maintain the City funded facade improvements for a minimum period of five (5) years.

ADDITIONAL ASSISTANCE

Financing Assistance. If applicant is pursuing financing for their facade improvements, the City will provide a copy of the fully executed Facade Maintenance Agreement and License with a cover letter explaining the parameters of the program to the applicant's lender in order to assist them in obtaining the financing.

PLEASE NOTE: *Submitting an application does not guarantee approval. Applications will be processed on a first-come first-serve basis, and only those applications meeting all program objectives, including the design guidelines, will be approved. Approvals will be subject to the availability of reimbursement funds, the City, and, if applicable, the City of National City assumes no responsibility for the amount of time required to process an application.*



APPLICATION PROCESS

Our application process is quite simple and the City is here to help you at any stage of your application process. Please identify the following steps, so we may review your request and guide you along our SFIP process for approval.

Step 1 Is your project eligible?

1. Email Mgamwell@NationalCityCa.gov or call 619-336-4216, to find out if your business or property is eligible.
2. If your project is eligible, you will receive the Step I - Intake Application and Design Phase packet. A Staff member from Housing and Economic Development will walk you through the process.

Step 2 Planning your project.

1. Meet with a representative from Housing and Economic Development.
2. Discuss ways to improve your storefront and review program requirements.
3. Discuss financial obligations and consult with potential lenders.

Step 3 You apply.

1. Meet with a representative from Housing and Economic Development and a complimentary design consultant. Our Design Consultant will provide you with a draft proposal of potential improvements for your property.
2. Once you are ready to apply you will need:
 - Color, digital photographs of your storefront and immediate surroundings
 - Illustrations showing the proposed improvements
 - Contractor estimates (at least three)
 - Letter granting permission from property owner if different from applicant
 - Completed application
3. Send your application and required documentation by email to

Mgamwell@NationalCityCa.gov or by mail to: National City Housing and Economic Development, 140 E. 12th Street, Suite B, National City, CA, 91950.

4. Applications will be reviewed for completeness and design. Application review usually takes 3-4 weeks. You will be notified by a representative from the Building department that the application has been received and whether anything is missing. Incomplete applications will not be considered. You **MUST** wait for approval before beginning work.

Step 4 You can now begin the work.

1. Receive approval letter then sign and return W-9 and Reimbursement Requirements forms.
2. Hire your contractor for the approved work.
3. Obtain building and zoning permits
4. Approved applicants have up to six (6) months to complete proposed improvements.
5. If you wish to change your project from what was approved or wish to use a new contractor, you must submit new estimates and a revised proposal for review and approval.

Step 5 Receive your incentive funds!

1. Submit completion documents:
 - Copies of final invoices from contractors showing payment in full
 - Proof of payment in the form of copies or canceled checks (front & back), credit card statements, or money orders. If you pay your contractor in cash we will be unable to reimburse you.
 - Copies of any required permits.
 - Color photographs of the completed work.
2. Allow 6-8 weeks for your rebate check to arrive.



Signage & Facade Improvement Program

STEP 1 - PRELIMINARY APPLICATION AND DESIGN PHASE

Applicant Type, check all that apply:

☐ Property Owner ☐ Property Owner Representative ☐ Sole Business Owner

Property Type:

☐ Business with a storefront facing the street ☐ More than two business tenants with separate storefronts facing the street

Business Location (Address of property being improved.) _____

Applicant Name (Applicants must be the property owner or an operating tenant business.) _____

Applicant's Mailing address (if different than above): _____

Contact Person & Title: _____

Telephone Number: _____ Mobile Number: _____ Fax Number: _____

Email: _____

Business Information. The property owner/tenant must be operating legally, properly registered, licensed with the City of National City and owe no outstanding property taxes, fees, judgments, or liens to any government entity. Eligible properties must be occupied by a business. Describe the business below. Unoccupied properties may be considered but must be occupied to be eligible for reimbursement.

Type of Business: _____ Number of Employees: _____

Name of Business on Property Being Improved: _____ Business License Number: _____

Property Owner Information. If the applicant is not the property owner, then a letter granting permission from the property owner must be included with this application.

Legal Name of Property Owner: _____

Wish List and Estimated Budget

Please indicate what improvements you wish to make to the exterior of your building (Minimum 2):

- | | |
|--|--|
| <input type="checkbox"/> Exterior Signs | <input type="checkbox"/> Façade improvements (replace/restore) |
| <input type="checkbox"/> Awnings and canopies | <input type="checkbox"/> Fascia (replace/restore) |
| <input type="checkbox"/> Exterior Painting | <input type="checkbox"/> Addition of a patio or outdoor space |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Security bar removal |
| <input type="checkbox"/> Plants and landscaping | <input type="checkbox"/> Code Compliance |
| <input type="checkbox"/> Doors and windows (replace/restore) | <input type="checkbox"/> Other _____ |



STEP 1 - PRELIMINARY APPLICATION AND DESIGN PHASE

Please prioritize your goals on this project: 1 – VERY IMPORTANT 2 – IMPORTANT 3 – NOT IMPORTANT

- | | |
|------------------------------------|---|
| _____ Upgrade Image | _____ Help Beautify the Neighborhood |
| _____ Increase Security | _____ Staying on Budget During Improvements |
| _____ Beautify Storefront | _____ Restoring the Original Architecture of the Building |
| _____ Increase Business Visibility | _____ Other |

Please indicate your budget for the storefront (or street-facing façade) portion of this project? _____

Please list all financing source(s) and amount(s): _____

How did you learn about this program? _____

Checklist

- ☐ Contact the Housing & Economic Development Department at (619) 336-4216 to review your potential project.
- ☐ Make at least one copy of this application for your records
- ☐ Read Terms & Conditions and understand what will be required for final award

Include with Application:

- ☐ Two "before" images of the building from different views.
- ☐ If the applicant is not the property owner, then a letter granting permission from the property owner must be included with the application.

I CERTIFY THAT THE INFORMATION I HAVE PROVIDED IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND THE PROJECT I AM APPLYING FOR MEETS THE ELIGIBILITY REQUIREMENTS LISTED IN THIS APPLICATION PACKAGE. I UNDERSTAND THAT THE CITY'S ACCEPTANCE OF THIS APPLICATION DOES NOT CONSTITUTE ANY OBLIGATION TO ANY APPLICANT AND DOES NOT GUARANTEE FUNDING. FAILURE TO REACH DESIGN AGREEMENT WILL RESULT IN DISCONTINUATION OF THE CITY'S PARTICIPATION IN THE PROJECT.

Signature: _____ Print Name: _____ Date: _____

Mail your Step I application package to:
City of National City
Housing and Economic Development
140 E. 12th Street, Suite B
National City, CA 91950

Conformation

If you do not receive confirmation of this application, please contact the HEDD at (619) 336-4216 or mgamwell@nationalcityca.gov

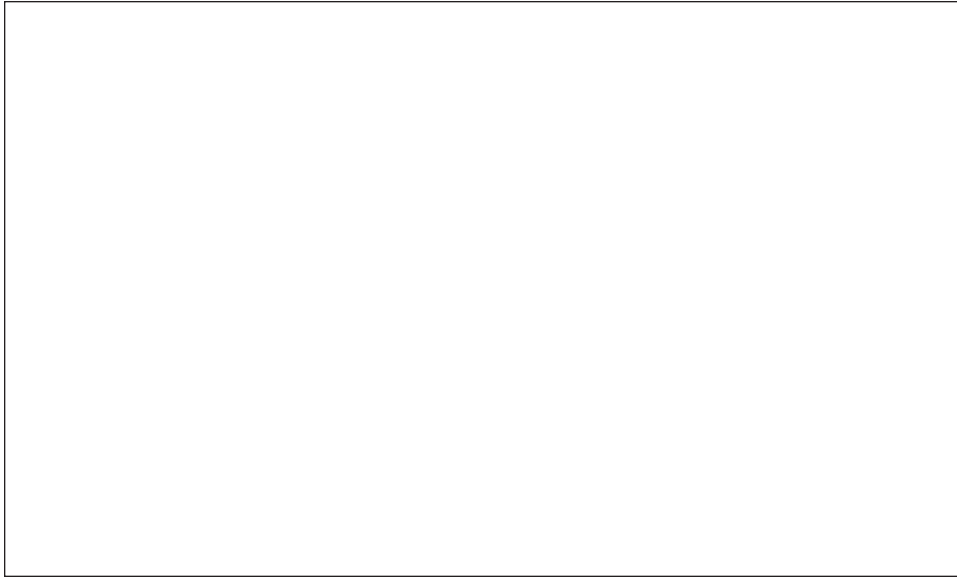
The City of National City is not responsible for items lost or destroyed in the mail/transit.



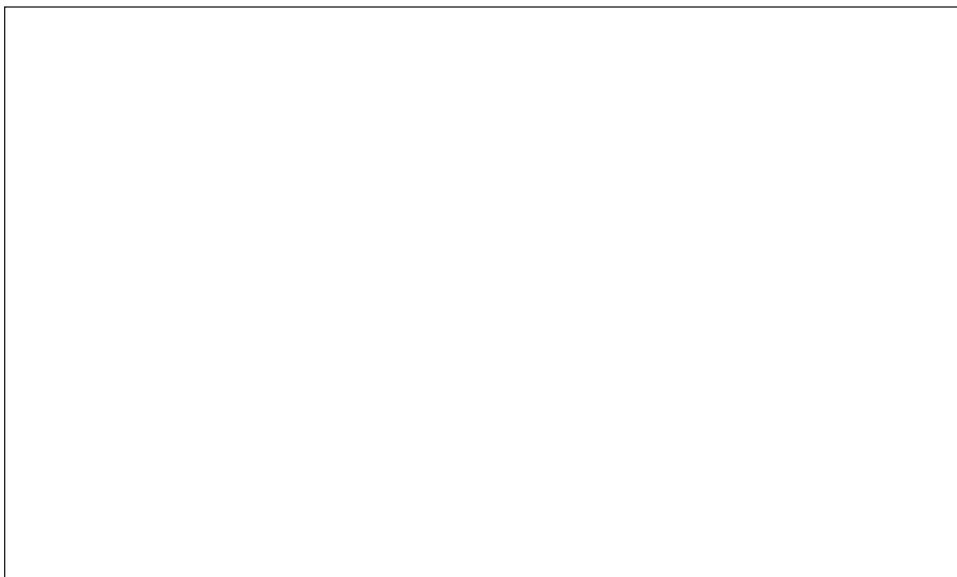
PRELIMINARY APPLICATION AND DESIGN PHASE

Please attach your two "before" images here:

View 1



View 2





TERMS AND CONDITIONS

1. To be eligible for an incentive, I understand that: (a) the property must be located in the City of National City and must be occupied by a small business (25 or fewer employees); (b) business occupants must hold valid City of National City Business Tax Certificates; and (c) the Signage and Façade improvement project must qualify as described in the Step I Application, Eligibility Guidelines (incorporated herein by this reference). I understand I must complete an application for each project site.
2. I understand the incentive offer is limited to applicants who successfully completed a Step I application which resulted in an accepted conceptual design. The project must be fully completed and accurately reflect the initial accepted design concept, including two or more eligible improvement elements. Photos of the final completed project must be submitted with this application.
3. If a tenant of the subject property, I am responsible for obtaining the property owner's permission to participate in the program and complete the project for which I am applying for an incentive. Documentation of such permission is attached as part of this application. Otherwise, my signature on this application indicates I am the owner of the property.
4. I agree to comply fully with all applicable Federal, State, and local laws, ordinances, codes, regulations, permits, and design guidelines. The City of National City does not assume liability for compliance with local, state, or national building code standards and conceptual design acceptance by the HEDD does not create any liability whatsoever. The City of National City will not issue any award if the subject property is in violation of any law, ordinance, codes, regulation, permit or design guideline. I assume responsibility for any costs arising from repairs or alterations caused by any violation of any law, ordinance, codes, regulation, permit or design guideline.
5. I understand the program term is one year from design acceptance date. Funds are limited; grants are awarded on a first-come, first-served basis. The program may be modified or discontinued without prior notice. In the event that incentive amounts change during the program period, the design acceptance date will be used to determine incentive amount. Submission of an application does not constitute a guarantee of funding.
6. I shall not discriminate against any employee or applicant for employment on any basis prohibited by law and shall provide equal opportunity in all employment practices.
7. I understand that this signed and dated Step II Certification of Compliance and Application for Award Form, completed Project Form and all appropriate Proof(s) of Expense(s), and other required documentation as referenced in this Application Package must be sent to The City's Housing and Economic Development Department office to be considered eligible for payment of an award. An incomplete application will not be processed. Only improvements made to the street-facing portion of the building are eligible.
8. I agree that the selection of qualifying materials, selection of contractors, subcontractors, and or installers, and purchase, installation and ownership/maintenance of the qualifying materials referenced in this application package are my sole responsibility. All contractors must be licensed in the State of California. All construction contracts will be between the participant and the contractor. The City of National City will not assume any liability for such agreements. The parties hereto agree and understand that this program does not create any type of contractual relationship between the City and the proposed participants, nor does it create any relationship between the City and the participant's subcontractors.
9. I have completed a qualifying project and understand the project category and amount of my investment determines the award amount. It is the City of National City's sole and entire discretion as to whether a participant meets the requirements to qualify for an incentive award. An award will not be approved unless participant has submitted a Step I application and contacted HEDD PRIOR to undertaking construction on the project. I understand that I cannot receive an award for the same project more than once in a five-year period.
10. I waive any and all claims against The City of National City and its respective elected officials, officers, employees, agents and representatives, arising out of activities conducted in connection with my application for any incentive(s) under the City of National City Signage and Façade Improvement Program. Without limiting the generality of the foregoing, the City of National City shall not be liable hereunder for any type of damages, whether direct, indirect, incidental, consequential, exemplary, reliance, punitive or special damages, including damages for loss of use regardless of the form of action, whether in contract, indemnity, warranty, strict liability or tort, including negligence of any kind.
11. By accepting grant funds, I commit to properly maintain all improvements and to keep storefronts, as well as sides and back of buildings clean and free of graffiti for a minimum of five years at my sole expense. Any damage to façade is to be repaired immediately by myself so that the building remains in good condition and positively contributes to the business area. On an ongoing basis, I will touch up painted areas and perform any other repairs needed to maintain building appearance including the cleaning of any awnings at least once a year.